



St. Joseph's Degree and PG College

Autonomous- Affiliated to Osmania University

Re- accredited by NAAC with 'A' Grade with a CGPA of 3.49

King Koti Road, Hyderabad, Telangana

**THE DEPARTMENT OF
MASS COMMUNICATION AND JOURNALISM**

**ANNUAL REPORT
2019-2020**

Mr. Glen D Silva

HOD

Rev Fr. D. Sunder Reddy

Principal

**Rev. Fr. K. Marreddy
Secretary**

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DEPARTMENT OF MASS COMMUNICATION

1. About the College:

St. Joseph's Degree & PG College, a leading name in the field of higher education, has earned several top prestigious rankings and 'A' grade by NAAC for its "Distinctive educational environment", which pays a shared focus on developing social and ethical values among the students, while equipping them with right knowledge and skills to meet the dynamics of the global market. One of the most prestigious affiliates of Osmania University, the college has deployed the academic FLEXIBILITY OF ITS Autonomous status to package a unique educational programme that is framed in collaboration with top notch academicians and industry experts to embrace the emerging trends in academics and industry. Apart from this several value add-on modules – certificate courses, life skills and job skills ensure that there is wholesome learning designed to empower and nurture leaders of the future.

2. About the Department:

The Department of Mass Communication was started on 27th July, 2011 with the approval of Osmania University. The Department is offering BA Mass Communication and Journalism programme and Masters in Journalism and Communication. This program enables the incoming students on mastering the tools of the digital-media technologies. The Department has a well-equipped audio-visual studio. The audio recording studio consists of non-linear recording facility with Pro Tools 9Le. The Television studio has the latest technologies for online production. The computer lab consists of iMac5 computers.

4. Details of Full Time and Part Time Faculty: Name, Qualification, Designation, Experience, Specialization.

S.NO	NAME	QUALIFICATION	DESIGNATION & SPECIALIZATION	EXPERIENCE	FULL TIME/PART TIME
1.	Prof. P.L Vishweshwar Rao	Ph.D. in Mass Communication & Journalism	Professor Specialization: Media, politics, society, Dev Com, PR& Media Management.	41 years in Teaching & Media	FULL TIME
2.	D. Nagarjuna	<ul style="list-style-type: none">• M.A. Ist Class in Political Science• M.A Ist class in MCJ• Ist class in MCJ.• P.G. Diploma in Journalism,• Diploma in Print	Professor Specialization: Print Media	35 years in teaching and 5 years in Administrative including 2 years in West Indies.	PART TIME

		Technology and • Diploma in German language			
3.	Glen D Silva	M.A. Communication, MA English	Asst Professor Specialization: Television Production & Visual Communication	22 years' experience in Television Production	FULL TIME
4.	Keshav Vivek	M.A.Communication, MBA and NET	Asst Professor Specialization: New Media technologies	2 years in Loyola Degree & PG College and 3 years in St. Joseph's Degree & PG College	PART TIME
5.	Laasya Madhukar	M.A.(MCJ)	Asst Professor Specialization: Reporting and Editing, Evolution Arts	7 years in teaching	PART TIME
6.	Shubhangi Misra	M.A. Communication	Asst Professor Specialization: Corporate Communication, Public Relations,	6 months in teaching	FULL TIME
7.	Jeeva Ratan	MA Communication, SLET,NET	Asst. Professor Specialization: Mass Communication Theories, Radio Broadcasting	2 Years – Radio Jockeying, 6 months in teaching	FULL TIME
8.	Neela Chakravarthy	MMBA	Asst. Professor Specialization: Print Journalism, Media Ethics & Laws. Human Resources	6 months in teaching	FULL TIME

5. Almanac for Semesters I, III & V (UG) Academic Year 2019-20

S. No	Particulars	Academic Year 2019-20
1.	Commencement of III & V Semester Classes	13 th June 2019
2.	Commencement of I Semester Classes	24 th June 2019
3.	I-Internal Examination	6 th Aug To 9 th Aug 2019
4.	Certificate Course Commencement	15 th July 2019
5.	Examination Notification (Main)	16 th Sept 2019

6.	II-Internal Examination	24 th Sep To 27 th Sep 2019
7.	Sale of Examination Forms	20 th Sep To 23 rd Sep 2019
8.	Internal Practical Examinations	10 th Oct To 19 th Oct 2019
9	Submission of Examination Forms	
	A. Without Late Fee	Oct 1 st To Oct 5 th 2019
	B. With late Fee	Oct 10 th To Oct 15 th Oct 2019
10	Last day of Instruction	October 19 th 2019
11.	Preparation Holidays	21 st Oct to 29 th Oct 2019
12.	Human Values and Gender Sensitization Exam.	25 th October 2019
13.	Semester End Examinations (Theory)	30 th Oct to 15 th Nov 2019
14.	Semester End Examinations (Practical)	12 th Nov to 23 rd Nov 2019

Almanac for Semesters II, IV & VI (UG) Academic Year 2019-20

S. No	Particulars	Academic Year 2019-20
1.	Commencement of II Semester Classes	18 th Nov 2019
2.	Commencement of IV& VI Semester Classes	18 th Nov 2019
3.	Christmas Vacation	24 th Dec -1 st Jan 2020
4.	I-Internal Examination	7Jan – 10 Jan 2020
5.	Examination Notification (Main)	19 th Feb 2020
6.	II-Internal Examination	25 th -28 th Feb 2020
7.	Sale of Examination Forms	2 nd March -6 th March 2020
8.	Internal Practical Examinations	2 nd March – 13 th March 2020
9	Submission of Examination Forms	
	A. Without Late Fee	9 th March -13 th March 2020

B. With late Fee

16th March – 19th March 2020

10 Last day of Instruction

18th March 2020

11. Preparation Holidays

19th March -25th March 2020

12. Semester End Examinations (Theory).

26th March 2020

13. Semester End Examinations (Practical)

15th April 2020

5. Work Load Statement: 2019

Odd Semester- Work Load

Semester: BA-I, III, V &MA- I, III

S. No	Name of the Faculty	No. of Hours per week
1	Glen D Silva (HOD)	14
2	Prof. P L Vishweshwar Rao	17
3	Mr. D. Nagarjuna	19
4	Mr. Vivek Keshav	18
5	Ms. Shubhangi Misra	17
6	Mr. Jeeva Rathan	16
7	Ms. Neela Chakravarthy	19
8	Ms. Laasya Madhukar	12
	Total	134

Even Semester – Work Load

Semester: BA II, IV, VI & MA II, IV

S. No	Name of the Faculty	No. of Hours per week
1	Glen D Silva (HOD)	16
2	Prof. P L Vishweshwar Rao	16
3	Mr. D. Nagarjuna	14
4	Mr. Vivek Keshav	16
5	Ms. Shubhangi Misra	16
6	Mr. Jeeva Rathan	17
7	Ms. Neela Chakravarthy	14
8	Ms. Laasya Madhukar	15
	Total	124

7. Orientation/ Seminars/Conferences/Workshop/ attended by Faculty- In house & Outside

Mr. Glen D Silva, Ms. Shubhangi Misra attended a one-day National Seminar on Outcome Based Education on 6th July 2019 at St. Joseph's Degree & PG College conducted by Mr. Ajit Reddy.

Mr. D. Nagarjuna, Mr. Keshav Vivek, Mr. Jeeva Rathan, Ms. Shubhangi Misra attended half a day seminar on: "Emotions at work Place" conducted by Ms. Sulgna Sarkar

Mr. Glen D Silva, Mr. Jeeva Rathan attended half a day workshop on Financial Planning and Management conducted by HSBC.

12. Infrastructure Facilities:

The department is equipped with:

- Panasonic AG-UX 90 -memory card camera recorder wide angle 24.5mm, 15 x optical z00m,1.0 mos sensor,4K FULL HD cam -3 No's
- Data video switcher SE-650 4-ch hd video input,6-channel audio mixer – 1 No
- Libec tripod 650-ex camera compatible tripod – 3 No's
- Panasonic recharable batt VW-VBD 58 battery – 3 No's
- Sony memory card 64 gb uhsx-11sdx card- 3 No's
- Data video HDMI– SDI converter dac-9p HDMI to sdi converter – 2 No's

- HDR-video rechdr -60 datavideo recorder – 1 No
- Intercom set up itc-100 8-way intercom- 1 No
- Lapel mics- AKG lapel – 1 No
- FCP –Editing Systems (22 No's)
- Pro- Tools Audio Recording System- 1 No

13. Details of Student Strength

BA	MA
BA Mass Comm Iyr- 47	MA-1 – 20
BA Mass Comm IIyr- 44	MA-2 – 16
BA Mass Comm IIIyr- 41	

14. Orientation Programme for BA -1 (Mass Comm & JPE) students

Date: 24th June 2019

Time: 9.00 am to 12.00 pm

Venue: Jubilee Hall

Target audience: BA -1 (Mass Comm. & JPE)

Objectives: To orient the 1st year students. To make them aware of the BA program, the exam procedures and to welcome the fresher's to the Joseph Family

Report:

The Department of Mass Communication and Journalism, St. Joseph's Degree & PG College conducted an orientation program for the first-year students of Bachelors of Arts (BA) of both Mass Communication and JPE (Psychology) students on the 24th of June 2019 at the Jubilee Hall. The program started with an Invocation of the Almighty by the Principal Fr. K Marreddy. The Dean, Fr. Bhanu addressed the students on the campus culture by stating the rules and regulations to be followed for fruitful years of study.



**Secretary -Rev.Fr. K. Marreddy
Addressing the students**

This was followed by the Director, Prof. P.L.Vishveshar Rao speaking on the critical importance of having hands-on-approach to academic learning.



**Prof. P.L. Vishweshwar Rao-
Director speaking to the
students.**

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Mr. Satyanarayana-COE

Mr. Satyanarayana, Controller of Exams (COE), gave an over view of the examination system and exam pattern of St. Joseph's.



Mr. Nagarjuna HOD

Mr. Nagarjuna, HoD, Mass. Communication Department, addressed the students on the scope and relevance of the course in the global scenario.



Dr. Sangeetha, HoD, Department of English in her motivational talk reiterated the significance of goal-setting and the urgent need for innovative thinking and integrated development for achieving academic and personal excellence.

The senior students from BA JPE and Mass.Comm courses gave an overview of the club activities and spoke about academics and campus culture. They shared their rich, valuable and exciting experiences here at Joseph's that they are proud to cherish.



Students expressng their Views at the end of the Orientation Program

The orientation concluded with ice-breaking session for the students which saw them bonding over team building activities.



Students actively participating in the Ice –Breaking Sessions

Outcomes: The 1st year students were oriented of the BA program, the exam procedures and they were welcomed to the Joseph Family

14. Investiture Ceremony 2019

Date: 18th July 2019

Time: 9.00 am to 1.00 pm

Venue: St. Josephs Hall

Target audience: BA (MCJ & JPE) -I, II, III & MA I & II

Objectives: To formally announce the office bearers of the different clubs of the Department. To encourage students take up responsibilities. To encourage students pursue their creative skills and talents. To continue with the rich traditions of the college.

Report:

The Department of Mass Communication and Psychology of St. Joseph's Degree & PG College, together hosted an investiture ceremony for their clubs on the 18th of July.

The even started with a warm welcome by Luke Abraham. The Principal. Rev. Fr. K. Marreddy welcomed the chief Guests and introduced the clubs and spelled out what he expects from them. He urged the Mass Communication clubs to function honestly and reach widely. To the Psychology club, he said create a social environment in the college to discuss the mental well- being of the students.

The Dean of Academics, Fr. Thumma Uday Bhaskar spoke about investiture and what it signifies. He urged the newly elected presidents to lead the members towards success through integrity.



Secretary Rev. Fr. K. Marreddy at the inauguration



Dean of Academics: Fr. T.Uday Bhaskar addressing the students



The Guests seated on the Dias



Students welcoming the Guests



Students raptly listening to the guests speaking



Students arriving to take the formal oath.

Outcomes: The New Office bearers of the different clubs of the Department took oath. The students were encouraged to take up responsibilities. The rich tradition of the college was continued.

18. Guest Lectures/ Training/ Workshops organized for students

1. New Camera Equipment training

Date: 7th September

Time: 1.00 pm to 4.00 pm

Venue: Mass Comm. Studio

Target audience: BA (MCJ) -I, II, III & Faculty

Resource Person: Dharma Reddy & Jayadev, Visual Technologies

Objectives: To train the students and Faculty on the new Camera and Switching equipments

With the New Camera Equipment being delivered in the Department, the Faculty and students were given a one-day training on 7th of September in the studio. Senior Technicians from Visual Technologies conducted the training.

The faculty, Mr. Glen D Silva, Mr. Jeeva Rathan and Ms. Shubhangi were present for the training. The Studio Personnel, Mr. Joseph Christopher and Mr. Venkat were also briefed about the new equipment.



The technician from Visual Technologies explaining the details

As part of the training all the technical specifications of the Camera were explained in detail. Practical shooting with the new equipment was done for the faculty and students to get acquainted with the New Cameras.

Later the students were given the camera to get an on –hands experience after the training session. This session was beneficial to the students as well as faculty. The session was recorded for post training of fellow students and faculty members.



Students getting a first hand experience with the new camera



Students trying their hand on the new equipment.

2. Guest Lecture on “REPORTING AND EDITING”

Date: 23rd October 2019

Time: 9.30 am to 11 am

Venue: Chapel Hall

Target audience: BA -2 & 3 , MA-1

Resource Person: Mr. Vijay Kumar Assistant Editor, Hans India

Objectives: To teach the students the craft of news-making. To explain the students the rise of new media and changing customer preferences. The new challenges for traditional media and the skills required to be a good reporter.

Report:

The Department of Mass Communication organized a seminar in Chapel Hall, on 23rd October, 2019 dealing with the 'Principles of Editing'. The speaker happened to be M. r. Vijay Kumar, an academician and reporter, and alumnus of Osmania University. Having taught to students and practiced journalism for decades, he brought a unique flavor to the session.



Mr.Vjay Kumar addressing the Audience of Students and Faculty

Students of BA and MA were made aware of the craft of news-making. He pointed out how factors such as the rise of new media and changing customer preferences were presenting new challenges for traditional media. This was impacting the organizational hierarchy and departmental structure of news organizations. While the basic principles of news reporting and editing remained the same, the economics and technology of publication had been transformed.

He pointed out how the rise of digital media had brought about profound changes in the business structure and pattern of operations. It offered professionals, activists and even students the opportunity to practice independent journalism with a greater degree of freedom, minimal govt interference, and fractional costs when compared with traditional media.

YouTube channels, Instagram accounts, blogs and online news portals had mushroomed, run by hobbyists, fans, citizen journalists and social activists. While the role of the reporters remained the same, the way news was being gathered and shaped had changed.

Mr. Vijay Kumar pointed out how newspaper bureaus were shrinking in size. With declining revenues and falling readership, reporters were having to cover multiple beats and news stories. He provided students a brief glimpse into the daily schedule of newspapers – planning for the upcoming issue, assignment of stories, tracking of reports, submission, vetting, editing, and preparation of the final copy.

The seminar concluded with a brief Q & A session that focused on the skills required to practice journalism, tips for aspiring reporters, the pressures faced by media professionals, and the benefits of technology including desktop publishing software like QuarkXPress.



Mr. Vijay Kumar answering questions



Mr. Keshav Vivek, Asst Professor felicitating Mr. Vijay Kumar

Outcomes: The students learnt the basics of news-making. They were made aware of the rise of new media and changing customer preferences. The new challenges for traditional media and the skills required to be a good reporter

3. Guest Lecture on “RELEVANCE OF RADIO IN CONTEMPORARY TIMES ”

Date: 19th December 2019

Time: 9.30 am to 11 am

Venue: Mass Comm. Studio

Target audience: BA -2 , MA-1

Resource Person: Dr, K.B.Goplam Former Station Director AIR

Objectives: To teach students as to how a radio station works and what kind of content is created for different audience. To perceive radio as a professional field filled with creative opportunities.

Report:

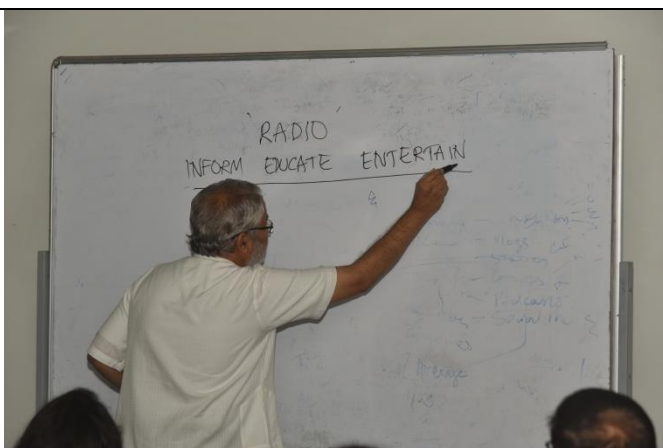
On 19th December, 2019, the Department of Mass Communication and Journalism organized a guest lecture (workshop) in the Mass Communication Studio conducted by Dr. K.B Gopalam, aka Vijaya Gopal.

The workshop pertained to the subject of Radio Broadcasting. It was attended by the students of BA MCJ II and MA II. Dr. K.B. Gopalam is a highly learned scholar with vast knowledge in different fields starting from cell biology to radio production and literature. A M.Sc. in Cell Biology and Ph.D. from Osmania in Biochemical Genetics, Dr. Vijayagopal shared his valuable experience of working with AIR for more than 30 years and planning, producing and administering science programmes at AIR Hyderabad.

Dr. Gopalam was responsible for bringing up a special unit for science popularization in AIR Hyderabad and formulating various kinds of programmes at local, state and national level. His penchant for literature and content creation at AIR is quite evident in his work and experience. His lecture was quite informative for the students as he imparted a great deal of knowledge about how a radio station works and what kind of content is created for different audience.



Ms. Shubhangi Misra, Asst. Professor felicitating Dr. Gopalam



Dr. Gopalam explaining to the students



Dr. Gopalam reiterating a point to the students



The students are all ears to Dr. Gopalam

Also, a journalist, Dr. Gopalam worked for Andhra Jyothi as a columnist and wrote many feature articles. His lecture has inspired the students to perceive radio as a professional field filled with creative opportunities. It was indeed a great learning experience for all the students.

Outcomes: The students learnt the hierarchy of a radio station, how a radio station works and what kind of content is created for different audience. Radio was a career option for the students.

4. Workshop on “MULTIMEDIA, ANIMATION & GAMING -OPPURTUNITIES IN NEW MEDIA ”

Date: 6th February 2020

Time: 11.30 to 1.30

Venue: BA Class room

Target audience: BA -2 , MA-1

Resource Person: Maya Academy of Advanced Cinematics (MAAC)

Objectives: To teach the students the basics of Multimedia, Animation and Graphics.

Report:

A workshop conducted by Ravi Kiran sir and Radhika ma'am for MA 1 and BA 2 Students of St. Joseph college

INTRODUCTION

The main instructors were Radhika ma'am and Ravi Kiran sir. They come from Dilsukhnagar branch of MAAC (Maya academy of advanced cinematics).

MAAC are frequent collaborators with many Tollywood production houses. Their most notable works are S.S Rajamouli's magnum opus, Baahubali (1 & 2)

They offer training in various departments of media entertainment such as

- Visual effects (VFX)
- Game design
- 3D animation
- AR/VR etc.

They have also elaborated on how they have 100% placement program for the students who enroll in their courses. They have both, short term and long-term options for interested people.

Workshop

Ravi kiran sir, conducted the basic introduction class to Adobe After effects by providing laptops to everyone (3 persons/ 2 laptops)

He started off by explaining the basic interface of after effects. The different panels such as the timeline, the composition area, the effects panel etc.



Maya Academy of Advanced Cinematics (MAAC)



Mr. Ravi Kiran teaching the students



Students keenly following the lecture



Students having a practical session

He showed us how to create a new composition. The process was: -

In the interface, we find a tab called "layer". There we can observe that we can create a new layer. We initially created a new solid layer, where a pop-up window asks us to manually select the color of our background. Beneath solid, we also have the option to create a new text layer.

After adding the text layer, we were shown the effects panel, where under 3D Text effects, a drop-down menu revealed some effects. We must drag any of the effect of our liking onto the timeline on the layer of the text (not on the solid)

After that, we must go to composition menu and select the option add to render queue.

We'll find our timeline is replaced with other settings. Here, we need to specify the location where we are rendering and name our project. Then we need to hit render, to render the project.

Outcomes : The students learnt After effects software tools which cannot be understood as easily as perhaps a premier pro and requires proper training and teaching to understand.

19.Industrial Visits / Experiential Learning (Exhibs)

1. Field Trip: All India Radio, Hyderabad

Date: 23rd July 2019

Time: 9.00 am to 1.00 pm

Venue: All India Radio Station Nampally

Target audience: BA 1

Faculty Members: Dr.PL Vishweshwar Rao, Mr. Keshav Vivek

Objectives: To create awareness about National Broadcasting Day to the students. To see the real time- working of All India Radio.

Report:

On the 23rd of July, the BA 1st year students of Mass Communications Department visited the All India Radio (AIR) Station as a part of their curriculum. The Occasion was apt and appropriate, National Broadcasting Day. Several renowned guests graced the occasion. Mr.Ramachandra Murthy, a senior journalist, Mr.Chandravandan, DIPR(Directorate of information and publication), Mr.Nagasuri Venugopal, Mr.Mamidi Harikrishna, Mr. Ramesh Vemuganti, Mr.Uday Shankar and professor P.L. Vishweshwar Rao.



Prof. PL. Vishweshwar Rao addressing the students

The esteemed guests spoke about the significance of the day in the annals of Broadcasting History. Students were enlightened about the importance of National Broadcasting Day. They were invited to the stage to put forward their opinion about and knowledge of All India Radio. The guests outlined the continuing relevance of the public service broadcaster in an age of rapid technological change and shifting customer preferences. Mr. Mamidi Harikrishna explained the meaning of the slogan adopted by All India Radio, 'Bahujan Hitaaya, Bahujan Sukhaaye'.



Students sharing their opinions to the audience

Students were made aware of what it took to succeed as a radio personality. "Asking, learning, knowledge and action are the most important aspects which help a learner to become a winner," said Mr. Ramesh Vemuganti. Every speaker stressed upon the characters and abilities a reporter should have, in order to make the readers understand the incident in detail. The students were thereafter taken to the different sections of the Radio station and were told about how the radio channel actually functions. The session was very interactive and informative for the students.

Objectives: The students learnt the significance of National Broadcasting Day to the students. The students saw the different sections of AIR.

2. Field Trip: The Hindu Printing Press

Date: 21st August 2019

Time: 2.00 pm to 6.00 pm

Venue: The Hindu Printing Press

Target Audience: BA 1 Mass Communication & JPE Department

Faculty Members: Mr. Nagarjuna, Ms. Shubangi, Ms. Neela Chakravarthy, Ms. Laasya Madhukar Mr. Glen D Silva & Mr. Jeeva Rathan

Objectives: To teach the students the working of a Printing Press

The students of BA Mass Communication and Journalism 1st Year made a field visit to the Hindu Printing Press accompanied by Faculty members, Mr. Nagarjuna, Mr. Glen D Silva and Mr. Rathan on the evening of 21st August 2019.

The Printing press is located in Habsiguda, Hyderabad. The students were educated about how a printing press functions and what goes behind the scenes of the printing of the newspapers. The students were divided into two batches and led inside the premises by two senior employees Mr. Rajender and Mr. Girdhar. The students were told about the three primary colors that are used to get colored print in the paper.



Students of BA 1 with Mr. Nagarjuna, Asst. Professor and Mr. Ratan, Asst. Professor at the

The Hindu

Then the students were given a tour of the printing press where they were taught the functions of each machine and how each part is critical in production of the newspaper. They were even shown how the packaging of newspapers are done.



Students of BA 1 wth Mr. Nagarjuna,Asst.Professor and Mr. Glen D Silva, Asst.Professor at the The Hindu

The tour was finished in an hour for one batch and the other batch was immediately sent in. The students were provided with snacks and beverages. It was an enlightening and educational experience



Students of BA 1 JPE wth Mr. Nagarjuna,Asst.Professor and Mrs. Laasya Madhukar and Ms. Neela Charavarthy, Asst.Professors at the The Hindu

Objectives: The students learnt the working of a Printing Press

3. Field Trip: Ramanaidu Studios

Date: 30th August 2019

Time: 10.00 am to 3.00 pm

Venue: Ramanaidu studios

Target audience: BA -3

Faculty Members: Ms. Neela Chakravarthy

Objectives: To give the students a firsthand experience of a Serial Shooting. To make them understand the production process on the field

Report:

The students of BA III scheduled a field visit to RAMANAIDU STUDIOS, SET OF ABHILASHA (Telugu serial) on 30th August, 2019. The main objective behind the visit was to make students aware about the various activities related to television and film making.



A group photo of the students on location

The students were given a first-hand experience of television production and screenplay. On the sets, the students were given a practical understanding of what was taught theoretically. 11 students along with faculty Ms. Neela Chakravarthy left for the visit at 10 a.m. The studio is located at Road No 79, Film Nagar, Hyderabad - 500034.

The students were received by the Production coordinator of the serial. The Co-Ordinator explained about the outdoor shoot and gave details about the studio set, props and lighting and script. The students practically watched how lighting, set design and arrangement for the shots were done. The Assistant director explained about different types of shots, props, script writing, prompting of the dialogues, lighting



etc.

Students interacting with the actors

There was an interaction with the Director of the serial. The students asked questions and the director explained and clarified the doubts of the students. He also taught the finer details of the shot taking and how it needs to be filmed. The field visit was fun yet informative and gave comprehensive knowledge about various aspects of film making in a real



setting.

Students posing on location

Outcomes: The students had a firsthand experience of a Serial Shooting. They understood the production process on the field. They interacted with the Director, Actors, Actresses, Camerman & Asst. Directors.

4. Field Trip: Bandham Serial Shooting Sets

Date: 30th August 2019

Time: 9.00 am to 3.00 pm

Venue: Bandham Shooting Location

Target audience: BA 3

Faculty Members: Mr. Glen D Silva, Mr. Jeeva Rathan

Objectives: To give the students a firsthand experience of a Serial Shooting. To make them understand the production process on the field

Report: On 30th August 2019, Mass Communication Department of St. Joseph's Degree & PG College, took a group of students to the sets of "BANDHAM" a popular Telugu serial to see the kind of effort that goes behind the scenes. Students started off from college in a bus and reached the destination at 11:00am.

A warm welcome was given by the production team at the green farm house and they briefed the students about how the work was distributed among the people as in the director, producer, floor manager, cameraman, makeup artist and the crew at the workstation.

The students watched the director working with the different artists to ensure that they gave their best shot for the camera. The passion with which the artists performed before the camera made the students realize the creativity and spontaneity that a director needs to possess. Students got a first-hand experience about how actors perform and how much efforts are been put by the director to execute the perfect shot to the audience.



The students posing with the Crew & Cast of the Serial

The actors had a quick chat with the students and shared their experiences with the students and encouraged them about this profession. The Lead actor, Bhardwaj shared with the students how he evolved as an actor over these years.

The students saw both an outdoor and indoor shoot and understood the nuances of film making and acting. During an interaction with the Director of the serial, the students were told about patience and perseverance in the profession. Hard work, commitment and dedication, he said were the virtues the students' needs to learn to gain recognition in the industry.

Outcomes: The students had a firsthand experience of a Serial Shooting. They understood the production process on the field. They interacted with the Director, Actors, Actresses, Camerman & Asst. Directors.

5.Field Trip: The Department of Mass Communication, University of Hyderabad

Date: 20th September

Time: 1.00 am to 4.00 pm

Venue: Dept. of Mass Communication UoH

Target audience: BA 2

Faculty Members: Mr. Jeeva Rathan, Ms. Shubhangi Misra

Objectives: To give the students a Firsthand experience of a Radio Station and a working TV studio atmosphere for students .

Report :

The BA 2nd Year students of Mass Communication visited the Department of Communication, University of Hyderabad, on the 20th of September. Hyderabad Central University is one of the reputed universities of the world and stands Fourth in India. It's considered to be the best for their Masters and Doctoral degrees. (Ph.D.)

The Department of Communication, located within the prestigious Sarojini Naidu School of Arts& Communication, is one of the leading institutions of higher learning in the field of communication and media studies in India.

Students of St. Joseph's visited the Print Journalism, radio and TV Production houses in S.N school, where they learnt about UOH's monthly newspaper "UOH Dispatch" it's layout design and their reporting style.

Bol Hyderabad 90.4 FM is the University of Hyderabad's Campus Radio which began operations from 15 August 2011. The range of the radio broadcast is around 15-kilometer radius around the campus covering areas of Tolichowki, Gopanapally, Hi-Tech City and Gachibowli areas which educates and entertains its audience for 6.5 hours on weekdays and 6 hours on weekends. It is licensed under Ministry of information and broadcasting where all the programme are authorized and checked by the GOI. 90.4FM's signature shows includes Shaher ke mashoor adde, Who kal iss pal, airing books, Katha corner, Caught in passing

and poetry maholla.



Students listening to Mr. Naveen Sen as he explains about Radio Broadcasting

The coordinator, Mr. Naveen Sen of this FM station interacted with students and taught them about radio programs, formats, Hot keys and software's which will help them in improving their campus radio show “” Dil se Josephites””. He promised students to Air their programs and PSA's in 90.4FM which helps them in improving their talent.

The students also visited SN school's Video production studios, which includes Live editing software's, Well equipped Video cameras, DSLR's and monitors. The set, specialized editing rooms mesmerized the Young generation.



Students getting a hands –on – experience at the Universty Studio

Recognizing the growing impact of media as a powerful medium of engagement, education and entertainment the Communication Department in UOH helped the students in understanding the importance of Journalism, Radio and Cinema in the present world.



Objectives: The students had a firsthand experience of a Radio Station and saw a working TV studio.

6.Field Trip: The Hindu Printing Press

Date: 4th December

Time: 1.00 pm to 6.00 pm

Venue: The Hindu Printing Press, Uppal

Target audience: MA -I

Faculty Members: Mr. D. Nagarjuna

Objectives: To teach the students the working of a Printing Press and for the students to learn how a newspaper is printed.

Target Audience: MA -I

First Year MA students Had a visit to Hindu Press to get a hands-on experience on Printing Technology. The students of MA (MCJ) 1st year visited the Hindu printing press facility at Uppal. They were accompanied by Prof.Nagarjuna of Mass comm Dept. The tour of the press started at 3pm and ended at 7pm. The Hindu printing press located at Uppal prints the copies that are circulated in Telangana. The main edition is directly downloaded and printed, whereas the local edition is designed here. The printing

technology is very much advanced and uses all the latest software's to deliver the best of the quality.



MA-1 Students after completing their visit to the Hindu Press

Students interacted with the chief of the staff to gain more insights on the printing methodologies. The printing of the newspaper mostly starts late night after including all the news happenings of that day. The staff of the press very much welcoming and shared their experiences from their work life. The students were very much happy to see the practical application of the concepts taught in the classroom. They said they are looking forward for more visits.



The Hindu operates printing press at Vijayawada, Vishakhapatnam and Hyderabad. The Hyderabad City press covers Gulbarga, Rayalaseema, Telangana and Hyderabad city. The State-of-the-art printing press in the city boasts of 60,000 prints in an hour. Everyday 8000 prints for Gulbarga, 11,000 for Telangana, 4,000 for Rayalaseema and one lakh for city are dispatched from the press. Four additional colour pages are printed daily.

Outcomes: The students learnt the working of a Printing Press and how a newspaper is printed.

20. Project details of students

Roll Nos.	Names	Topics
121417400001	JYOSHNA	Biopics in cinema
121417400003	ANHAAR	China's crackdown on the Uyghur province
121417400004	JACOB	Films vs digital
121417400005	DILIP	Social media [Instagram] usage and its effects on users
121417400007	GAUTAM	Freemium apps
121417400008	ROHIT	
121417400009	KISHAN	Technology Boon or bane
121417400010	VISHWAJEETA	Role of social media in marketing
121417400011	ARVIND	Effects of PUBG on youth
121417400012	SHREYA	The range/ reach of multimedia among youth
121417400013	MANSI	Measuring of customers satisfaction and availability of web portal of flipkart
121417400014	MARIA JEAN	Online food delivering apps
121417400015	ANNE	Effects of YouTube
121417400016	MESHAEL	Media as a tool for change [advancing on LGBT rights]
121417400017	MIHIR	Online payment versus cash payments
121417400018	SRIYA	Impact of online shopping on customers
121417400019	SAMEUL	Impact of social media on youth
121417400020	ADITYA	Journalism on battle field
121417400022	POOJA	Online shopping
121417400023	RAVALI	Violence in the media

121417400024	RUCHIKA	Effects of advertisement on youth
121417400025	SACHIN	Measured decline in print after emergence of social media
121417400026	SHABEEB	Side effects of junk food on youth
121417400027	SUNNY	Audio production
121417400028	SUSRUTHA	Social media criticism
121417400029	SRAVANI	Impact of WhatsApp on its users
121417400032	VAIBHAV	Sports advertising
121417400033	SAI KUMAR	Journalism ethics what is it
121417400034	VISHWAJEET	Censorship of film
121417400035	ZOHRA	Effects of social media- impact of Facebook on Indian youth
121417400036	MARIYA	The effects of Netflix on youth
121417400037	CAROLINE	Impact of digitalisation on youth
121417400038	KARTHIK	Uses and impact of google maps on its users
121417400039	ALLAN	Effects of memes on behavioural patterns of teens
121417400040	MEGHNA	Impact of social media on body image
121416400011	JIGME	Impact of music application

MA(MCJ) II nd Year

ROLL NO.	NAMES	DISSERTATION Title
1214-18-094-001	KHATEJA	Instagram Usage and Addiction
1214-18-094-002	LUKE ALEX ABRAHAM	Food Advertising: Impact and Relationship with Child Obesity
1214-18-094-003	PRASHANT KUMAR MISRA	Indian Soft Power Response to China in South East Asia
1214-18-094-004	SHRIKANT RAI	Immersive Technology: Media Innovation and Creative Economy
1214-18-094-005	SYED EHTESHAM UDDIN	Use of Artificial Intelligence in Media
1214-18-094-006	GOKANA	Impact of Online Streaming Media on Television

	PRUDHVI RAJ	Viewership
1214-18-094-007	ERUVARAM HARI KRISHNA	Regulating Online Streaming Media: A Study
1214-18-094-008	M SHINEY SOLOMAN	Social Media Marketing of Music Festivals
1214-18-094-009	K S A RUTHVIKA	Use of Digital Media for Providing Relief During Covid Pandemic
1214-18-094-011	PULLURI UDAY KIRAN	Choosing between Streaming Video and Pirated Content:
1214-18-094-012	AMBATI LOHITH RAJU	Television Commercials: Impact on Youth
1214-18-094-013	DAKARAPU TERESA	News Channels on YouTube: A Study
1214-18-094-014	PADAKANTI BALAJI RAO	Television Cartoons and Child Viewers
1214-18-094-015	ANNEM ABHINAY REDDY	Depiction of Naxalism in Telugu Cinema
1214-18-094-016	BARAJU RISHIKA	Indian Cinema and Portrayal of Women

21. Student Participation in Fests/Competitions Outside College

1. Joshua Emmanuel Participated in the Choir Group Singing held at St. Francis College as part of Shishyas 2020 National Level Inter Collegiate Cultural Fest on 19th September.



2. Jhanavi of BA 1 st Year received a certificate of appreciation from Avchuta Narayana Sree Smruthi Trust. She also received an Appreciation certificate for her participation in Kuchipudi Dance recital.



3. Amitesh of BA 2 nd year was selected by FANKIND, a fund-raising organization to meet actor Varun Dhawan in Mumbai. FANKIND brings fans, celebrities & charities together. They do this by curating and bringing to life celebrity-related experiences for fans that help raise funds for charities and social causes. Amitesh was part of a cause that supports farmers and he and the team were able to raise 13.77 lakhs.



4. Mihir Vora of BA 3 participated in BITSMUN HYDERABAD, the annual model UN Conference of BITS Pilani Hyderabad Campus



Mihir Also participated in the Debate Competition in Bhavanotsav- Inter Collegiate Techno Cultural Festival conducted by Bhavan's Vivekananda College, Hyderabad,



Mihir received a certificate of Appreciation for demonstrating his skills as Director of Photography in Oakridge Model United Nations 2019.

5. Kishan Joshi of BA 3 won the 2nd Prize in Photography Festival – LENZCAPE conducted by Dept. Of Mass Communication, Loyola Academy. Kishan Joshi also won the Best Photographer in BITSMUN 2019.



6. BA I, II & III students participated in KSHITIJ 2019 conducted by Mithibai College, Mumbai for 3days 7- 11 Dec 2019.

The students participated in Street play, dance and Coffee Painting Competitions



7. As part of Hyderabad Literary Festival (HLF) 2020, the students of BA I,II & III in Collaboration with Nation's Rock Beat, presented a street play at Vidyaranya High School, Hyderabad.



8. Aishwarya Srikanth from BA II participated in Kuchipudi dance competitions and won accolades for her grace and poise. She performed at Shilparamam, September 2019 – Dasara Mela, SICA annual festival, Ravindra Bharati, Nov 2019, Shilparamam, December 2019 – Crafts Mela, State Telangana Yoga Association on the occasion of International Women’s Day and assisted Lecture Demonstration at Osmania University on January 28th 2020 on the topic Art and Literature headed by Dr. Alekhya Punjala.





8. Devaraj Hans, Prajwal Sharma and Rufus Wilson of BA II were selected as interns with Andhra Pradesh Mahila Abhivruddhi Society (APMAS) visiting villages in Andhra Pradesh and compiling information about kitchen gardens, seed balls, 5-layering plantation etc. The students put into practice concepts of development communication. They recorded teaching and informative videos for the organization.



9. Gautam Bharadwaj of BA 3 consistently published articles in The News Minute. Given Below are few of his stories.

The NEWS Minute

Articles by Gautam Bharadwaj

As Olive Ridley nesting season ends, nearly 70,000 turtles released from Vizag coast

[Andhra Pradesh](#)

This year, around 80,000 turtle eggs were collected from the city's beaches and housed in hatcheries made especially for these eggs.

Friday, May 31, 2019 - 14:48

US Consulate General celebrates 10 years in Hyderabad

[Telangana](#)

The Consulate commemorated their 10 year-anniversary in collaboration with Hyderabad Metro Rail Limited, with a photo exhibition.

Thursday, May 30, 2019 - 14:32

Dowry death? Hyderabad police book husband after woman kills self

[Telangana](#)

Praveen Kumar allegedly assaulted his wife during an argument, following which she killed herself.

Thursday, May 30, 2019 - 07:11

Telangana Inter fiasco: Activists demand action as re-verification passes 1,137 students

[Telangana](#)

"We demand that the officials involved in the paper correction of these 1,137 students be suspended," the Balala Hakkula Sangham said.

Wednesday, May 29, 2019 - 09:05

Unbearable stench, filthy water: In Hyd's Peerancheruvu, a dump yard plagues residents

[Telangana](#)

While the authorities maintain that the dumping ground is closed, when TNM visited the spot, we found three vehicles busy dumping more garbage there.

Tuesday, May 28, 2019 - 10:17

Hyd's municipal body begins desilting drains ahead of rains, but too little too late?

[Telangana](#)

According to the Greater Hyderabad Municipal Corporation officials, desilting work is expected to be completed by the first week of June.

Monday, May 27, 2019 - 09:59

Despite metro rail, vehicles registered in Hyderabad continue to rise

[Telangana](#)

Between January and May 2018, 3,94,438 vehicles were registered whereas 4,24,308 vehicles were registered this year in the same time period.

Wednesday, May 22, 2019 - 15:12

As monsoon approaches, concerns over Hyd's Osmania Hospital's crumbling building

Telangana

The In-patient block of the 100-year-old building is in desperate need of renovation and repairs.

Tuesday, May 21, 2019 - 14:45

Row over renaming Osmania Uni library in Hyderabad, activists protest

Telangana

The library was initially called Osmania University library, named after the seventh Nizam of Hyderabad, Mir Osman Ali Khan.

Saturday, May 18, 2019 - 13:40

In Hyd's Rohingya settlements, this NGO ensures 690 kids are getting an education

Telangana

Save The Children took over responsibility for the Rohingya Muslims in this area in 2015 and has worked to ensure that the settlements' 690 children receive education.

Friday, May 17, 2019 - 15:02

10. Shehith of BA (MCJ) II nd Year achieved tremendous success in his sporting career.



Helped Telangana State to bag a silver in the team event in the National Championships in Jammu in December 2019.

TOP 4 NATIONAL RANKINGS

The first Hyderabad player to have ended the seasons in India top-4 from starting from Cadet, Sub Junior, Junior and Youth

Present national ranking

Youth (U-21): No. 2

Men: 19

22. JSR- Activities (Class wise)

Date: 15-February-2020

Department	: Mass Communication & Journalism
Class / Year / Semester:	BA MCJ I year / II Semester
Class In-charge coordinators:	Shubhangi Misra, Coordinator- Carolyn
Total Strength of Class:	47
Number of Students attended:	33
Program Details:	Interacted with kids, played games, distributed gifts, Dancing and Singing along with kids
Place of Visit	IVY Foundation and Charitable trust -located in Uppal
Student's contribution (In terms of money /material/other):	10,400 + Rice bag, stationary and provided Lunch

Objectives: To inculcate in the students the spirit of sharing and giving to the underprivileged children.

Report :

On the occasion of JSR'20, the students of BA-MCJ first year visited the Ivy Foundation and Charitable trust which is an orphanage located in Uppal on 15th February 2020. It is run by Mr. Methuselah and his family.

Mr. Methuselah and his siblings took inspiration from the struggles their parents faced while growing up and constructed the orphanage after their father's retirement. Their main objective was to help the people in need. It all begun with them helping few children with their school fees and then providing them with food and shelter. There are 25 children in the orphanage, out of which 14 are HIV positive. Few of them were abandoned by their relatives due to them having HIV. A lot of children were abandoned at the Niloufer hospital when they were brought for treatment. The Ivy Foundation took them in and take them for monthly check up. They provide food, shelter and proper education for all the 25 children.

The planning had begun on 6th February 2020 when the location by the students and the Class In charge Ms. Shubhangi Mishra. An amount of 150 Rs each was decided upon by the students even though few students were generous enough to contribute more. Once the amount was collected, the tasks was divided among the students.

The grocery purchased consisted of packets of Gold drop Sunflower Oil, 3 Bottles of Coconut Oil, A 25kg rice bag, 2.5 kg of dry red chilies, 3 kgs each of minapappu, aavalu, and pesarpappu, Kg of Jeera and packets of Aashirvaad red chili powder. Along with that there was a bottle of Dettol and its refills, pouches of Head and Shoulder shampoo, rin soaps, bathing soaps, Colgate and toothbrushes. Sanitary pads were also provided.

Caps and handkerchiefs, chocolates, biscuits, rubic cubes, Water colours, pencil pouches were bought for all the children. T-shirts were gifted to the boys. Stationary like Packets of crayons, pouches, paints and coloring books were gifted to the children as well. A total amount of Rs.10,400 was spent.

The students of Ba 1 arrived at the orphanage around 10 AM accompanied by Class In charge, Ms. Shubhangi Mishra and Ms.N. Carolyn Rubavathy, a faculty from the English department. The day begun with the students interacting with the children and talking to them. The first performance of the day for the kids was by Sri Jahnvi who danced on a classical number. Two kids, Gauri and Priyanka inspired from Jahnvi's performance then presented a dance number. It was followed by another dance by Vanshita Sharma followed by a group dance performance by Vanshita, Jahnvi and Vidhi Jain. After that all the children and the students danced enthusiastically to many songs. The kids then entertained us with a group dance led by Mr. Methuselah's daughter Ivy.

The cake cutting and distribution of sweets took place next. The children introduced themselves and told the students what they aspire to be. The gifts which included grocery, stationery, accessories were then given to the children who were extremely happy and grateful for those. It was followed by a photo session in which group pictures were taken.

The cake cutting and distribution of sweets took place next. The children introduced themselves and told the students what they aspire to be. The gifts which included grocery, stationery, accessories were then given to the children who were extremely happy and grateful for those. It was followed by a photo session in which group pictures were taken. Then the children were served lunch which included delicacies such as veg biryani, pulihora, chapathi and curry.

The students departed at 2.30 Pm while the kids bid them farewell with cheerful faces.

Outcomes:

We strongly believe that the function of Education is not just about fetching marks and job but social empathy. We witnessed out students matured behavior and responsible attitude. As a Faculty, it was a fulfilling day for us. Moreover, Students realized their role in society and nation building. Overall, it was a great opportunity for students and faculty to witness social oriented atmosphere.



Students interacting with the under privileged children



Students actively taking part in the activities

Class / Year / Semester:	BA (MCJ)/ II year/ IV
Class In-charge coordinators:	Mrs. Laasya Madhukar Mrs. Padma Sree Mrs. Regina
Total Strength of Class:	44
Number of Students attended:	25
Program Details:	JSR- Gathered at the place around 10.00 am Contributed to the old people Interacted and played with them Dispersed around 1.00pm
Place of Visit:	St. Anthony's Old Age Home, Malkajgiri
Student's contribution (In terms of money /material/other)	Cash: Rs.2000 Rice: 15kgs, Atta: 5kgs, Tea Powder, Biscuits, Soaps, Washing powder: 5kgs, Blankets: 28, Old Clothes

Objectives: To encourage the students to share their love and kindness with old people. To motivate the younger generation to respect the older generation

Report : The students of BA (MCJ) IYr visited St. Anthony's old age home, Malkajgiri on 15th Feb, 2020 along with class in charge Mrs. Laasya and Faculty - Mrs. Padmasree and Mrs. Regina.

Students contributed groceries and old clothes and blankets to the old people. They interacted with all the people. Students organized a small entertainment programme for the poor – Antakshari, Dance and Comic play.

Outcome Feedback (Students / Faculty / At Venue): Students through this JSR activity came together, understood the importance taking care of our elders and the challenges people face in life while interacting with the old. The organization and the people of the home enjoyed their time with students and were very happy with the contributions from students.



Students spending time with the inmates of the old age home

Outcomes: The students learnt about sharing their love and kindness with old people. They were motivated the younger generation to respect the older generation

Class / Year / Semester BA 3rd Year, 6th Semester

Class In-charge coordinators: Neela Chakravarthy

Total Strength of Class: 36

Number of Students attended: 5 attended (due to internships and JSR not being mandatory for them) 12 contributed monetarily.

Program Details

Place of Visit: People for Animals, 14-7-95, Muslim Jung Pul, Jumeraat Bazaar, Chudi Bazaar, Hyderabad, Telangana 500012

Student's contribution (In terms of money /material/ other): Rs 900 in cash, Rs 3000 worth of medicines, food, cleaning product etc. 10 kg old newspapers. 3kg old cloths

Objectives: To care for pets and animals

Report: The volunteers at the shelter showed us around. There was a total of 110 animals in the shelter, consisting of disabled, injured, sick and ailing dogs, cats, kittens, pigeons and eagles. We were educated about the plight of stray dogs and how due to fighting for food, they get injured, catch infections and die, if someone doesn't look out for them. Students were also sensitized to the situation of voiceless pigeons and eagles which get injured due to manias during Sankranti.

The students assisted in providing water via syringe for an injured dog which could not have drank water itself. The students also played with some puppies and few also considered adopting them.

Outcome Feedback (Students / Faculty / At Venue): The supplies were to the volunteers who were very grateful and requested the students to keep visiting and helping the voiceless animals. The students felt a sense of pity and promised to take care of animals in their locality and to reduce the trouble and pain faced by these voiceless creatures. Despite the students not being mandated to visit the shelter and partake in JSR, it brought the faculty immense pride that the students were enthusiastic in doing so, either via contribution or visit.





Students learning to take care of animals

Outcomes: The students learnt about caring for mute animals

Class / Year / Semester	MA(MCJ)/ Ist Year/ II Semester
Class In-charge coordinators	Mr. Rathan
Total Strength of Class	19
Number of Students attended	05

Program Details

Place of Visit **Shalom Christian Old Age Home, Ramanthapur, Hyderabad**

Student's contribution (In terms of money /material/other)

Rs 2750/- and daily needs items to include grains, soaps, detergent powder, cooking oil, saris etc.

Objectives: To motivate the students to share their love and kindness with old people. To encourage the younger generation to respect the older generation

Report about Program and Activities carried:

(a) The changing socio-cultural values of the modern society is affecting the basic fabric of joint family system in India. Joint families which were the norms of the society had degraded at a very fast pace. This has resulted in evolution of nucleus families and mushrooming of old age homes in the country. Even, Hyderabad is also affected by this change.

(b) A visit to Shalom Old Age Home was conducted by the students of Mass Communication on 15 Feb 20 to spend some quality time with the old aged people who are staying there because of economic compulsion or due to family/ personal reasons.

(c) The students of MA(MCJ) under the guidance of Mr., Rathan organized this outreach visit program to serve the old people residing in the old age home. The visit was conducted purely on volunteering basis including contributions. The aim of the activity was to bring smile on the faces of the old people who are staying aloof from their families and also to inculcate the students to serve the humanity.

(d) The team arrived at the old age home at approximately 10.00am on 15 Feb and interacted with the older people. The interaction was carried out in an informal environment as maximum students were of their grandchildren age. Sharing of refreshments and listening to their mischievous of yesteryears helped in lighting the mood of the residents. On that day the home was accommodating eight old people.

Outcome Feedback (Students / Faculty / At Venue): (a) Such visits to be conducted on monthly basis or in rotation by various departments.

(b) Regular interaction is must to develop the bond and serve the people, otherwise it will become a calendar event.

(c) Visit to be organized on working days for more participation.

(d) Feedback from the place of visit should also be taken to understand efficacy of visit and points for inclusion in future visits.



Students distributing food materials at the old age home

Outcomes: The students were motivated to share their love and kindness with old people. The students were encouraged to respect the older generation

24. Internship Details:

BA (MCJ) IIIrd Year

ROLL No.	NAMES	INTERNSHIP			
121417400001	JYOSHNA	NISHUMBITA			
121417400003	ANHAAR	SIASAT			
121417400004	JACOB	SYNERGY			
121417400005	DILIP	INDIAN EXPRESS			
121417400007	GAUTAM	OGILVY AND MATHER, GURGAON			
121417400008	ROHIT	NISHUMBITA			
121417400009	KISHAN	THE NORTHSTAR ENTERTAINMENT			
121417400010	VISHWAJEETHA	EFLU			
121417400011	ARVIND	NISHUMBITA			
121417400012	SHREYA	THE PIONEER			
121417400013	MANSI	POLITALKS			
121417400014	MARIA JEAN	THE PIONEER			
121417400015	ANNE	NISHUMBITA			
121417400016	MESHAEL	THE PIONEER			
121417400017	MIHIR	MICHAEL MONTERO PHOTOGRAPHY			
121417400018	SRIYA	NISHUMBITA			
121417400019	SAMEUL	SHARON TECHNOLOGIES			
121417400020	ADITYA	E TV			
121417400021	MADHU				
121417400022	POOJA	EFLU			
121417400023	RAVALI	EFLU			
121417400024	RUCHIKA	NISHUMBITA			
121417400025	SACHIN	FRAMEIT			
121417400026	SHABEEB	OGILVY AND MATHER, GURGAON			
121417400027	SUNNY	REYNOLDS SOUND AND LIGHTING PRIVATE LIMITED			
121417400028	SUSRUTHA	UNIADS PRIVATE LIMITED			
121417400029	SRAVANI	EFLU			
121417400032	VAIBHAV	MUMBAI MIRROR			
121417400033	SAI KUMAR	NISHUMBITA			
121417400034	VISHAWAJEET	VIDEOSOURCE			
121417400035	ZOHRA	NUTRISTAR			
121417400036	MARIYA	THE PIONEER			
121417400037	CAROLINE	TELENGANA TODAY			
121417400038	KARTHIK	NISHUMBITA			

121417400039		ALLAN		FRAMEIT			
121417400040		MEGHANA		PERFECT RELATIONS			
121416400011		JIGME		AMAZING FACTS			

BA (JPE) III rd. Year

ROLL NO.	NAMES		PLACE OF INTERNSHIP	
1214-17-404-001	Avantika		Nishumbita	
1214-17-404-002	Ayesha		IncNut Digital	
1214-17-404-003	Rahul		Agnes Softech, Mindspace	
1214-17-404-004	Bevan		Nishumbita	
1214-17-404-005	C.R. Bhavana		The Hans India	
1214-17-404-006	Sophiya		Nishumbita	
1214-17-404-007	Karan		Synergy Media	
1214-17-404-008	Arvind		Agnes Softech, Mindspace	
1214-17-404-009	Ishita		Nishumbita	
1214-17-404-010	Madhurya		Nishumbita	
1214-17-404-011	Tejasree		Think plus Creatives	
1214-17-404-012	Maimoona		The Hans India	
1214-17-404-013	Manasa		Ashray Akruti	
1214-17-404-014	Naincy		Nishumbita	
1214-17-404-015	Nimra		Nishumbita	
1214-17-404-016	Srivally		Mobbera Foundation	
1214-17-404-017	Prashansa		MAD Works Limited	
1214-17-404-019	Sainath		Alphafeat	
1214-17-404-020	Salma		Nishumbita	
1214-17-404-022	Shivani		The Hans India	
1214-17-404-023	Shravya		Mobbera Foundation	
1214-17-404-024	Sidra		Nishumbita	
1214-17-404-025	GoHarshini		Mobbera Foundation	
1214-17-404-026	Simran		IncNut Digital	
1214-17-404-027	Afifa		Nishumbita	
1214-17-404-028	Keerthana		Thinkplus Creatives	
1214-17-404-029	Aishwarya		The New Indian Express	

MA Internship

ROLL NO.	NAMES		PLACE OF INTERNSHIP
1214-18-094-001	KHATEJA		Infinity Security
1214-18-094-002	LUKE ALEX ABRAHAM		Synergy Media

1214-18-094-003	PRASHANT KUMAR MISRA		47 Infantry Brigade (HQ)
1214-18-094-004	SHRIKANT RAI		PRO, Ministry of Defence
1214-18-094-005	SYED EHTESHAM UDDIN		Synergy Media
1214-18-094-006	GOKANA PRUDHVI RAJ		Synergy Media
1214-18-094-007	ERUVARAM HARI KRISHNA		Synergy Media
1214-18-094-008	M SHINEY SOLOMAN		Youth Manifesto
1214-18-094-009	K S A RUTHVIKA		Youngistan Foundation
1214-18-094-011	PULLURI UDAY KIRAN		Telangana Today
1214-18-094-012	AMBATI LOHITH RAJU		Youth Manifesto
1214-18-094-013	DAKARAPU TERESA		Youth Manifesto
1214-18-094-014	PADAKANTI BALAJI RAO		Oxmere Events
1214-18-094-015	ANNEM ABHINAY REDDY		Youth Manifesto
1214-18-094-016	BARAJU RISHIKA		Youth Manifesto

29. Fresher's Day:

- 1.Tabeer Khusrou-BA (MCJ) I yr.- Participated in Fresher's Competition and was Crowned Miss Fresher.
- 2.Shrestha Roy-BA (MCJ) I yr.- Participated in Fresher's Competition.

30. Parent-Teacher Meet:

ODD SEMESTER	BA (MCJ) Istyr- 23 BA (MCJ) IIndyr- 16 BA (MCJ) IIIrdir- 07 MA-1 MA-2 - NIL	NIL
31 ST August 2019	–	

31. Cinevolution 2020

Date: 31st January 2020

Time: 10.00 am to 5.00 pm

Venue: Josephs Hall & Jubilee Hall

Target audience: BA-1, 2,3 & MA 1 & 2

Independent Film makers, Documentary makers Students from all over India

Faculty Members: All Faculty of Dept. of MCJ.

Objectives: Encouraging student filmmakers and giving them a platform to showcase their short films and documentaries. To provide an opportunity for students to watch award winning short films and documentaries. To interact with media professionals, film makers, directors, actors and actresses.



Cinevolution 2020 being inaugurated by Mr. Shailesh Reddy & Mr. Mahesh Katti



Fr .K.Marreddy- Principal addressing the audience.

On 31st January, 2020, The Department of Mass Communication and Journalism, conducted Cinevolution2020 – A Youth Film Festival, encouraging filmmakers and giving them a platform to showcase their films.



Faculty members and students seated in the Venue

The categories for entry included short film that contained a theme – struggle and documentary film that contained an open theme. The event was sponsored by NTPC and Sagar Home Appliances with official media partners Gemini Music and Fever 94.3 FM.



The Chief Guest for the event was Mr. Shailesh Reddy, CEO of T-SAT.



Mr. Surya, actor felicitated



RJ Yash & Ms. Monica



Mr. Mahesh Katti

The Guest of Honors panel included senior actor Mr. Surya, and newcomers Ms. Monica, Mr. Abhinav, critically acclaimed director Mr. Venkatesh Maha and the famous RJ Yash from Fever 94.3 FM.

After the inauguration, there was an interactive session where the students were allowed to pose questions to the guests. The guests also talked about their journey in the film industry and shared their valuable experiences.



All the Guests seated on the stage

We had a whopping entries of 40 out of which 10 were selected for the screening on the final day by the screening committee. The programme schedule included inaugural, screening and valedictory. After the inauguration, a few selected short films and documentaries were screened for final scrutiny by the judges – Mr. Prem Aman, Ms. Supriya Sakamuri and Mr. Debashish Chakraborty.



The Jury members- Mrs. Supriya EFLU and Mr. Prem Aman, Independent film maker

The entries came from across India. The films were completely judged based on theme relevance and also the technical aspects. After the screening, it was the valedictory session where three best short films and three best documentary films were chosen out of which the first best from each category won a cash prize of Rs. 10,000 and Rs. 7,000 respectively.



Fr. K. Marreddy giving the prize to Ms. Desiree D Souza



Prof. PL Vishweshwar Rao giving the prize to Mr. Yohan George

In the short film category, ‘Therul’ directed by Mr. Senthamizhan (from Cuddalore, Tamil Nadu) won the first prize. ‘Kasadaru’ (by Mr. Ravichandran of Chennai) and ‘You Don’t Have to Understand’ (by Yohan George of Hyderabad) finished second and third.

The documentary shortlist was dominated by students of Pondicherry University with Arya P Gopi’s ‘No Means No’ and Suresh Y’s ‘Dreams in Blind’ bagging the first and second prizes. ‘Un-Fair’ by Desiree D’ Souza of St. Francis College, Hyderabad finished third.



Outcomes: Student filmmakers showcased their short films and documentaries. Students watched award winning short films and documentaries. They also interacted with media professionals, film makers, directors, actors and actresses.

31.JOSEPHIESTA – 2020**EVENTS DETAILS (FORMAT)**NAME OF THE DEPARTMENT: Mass Communication*Winners List:*

S. No	Name of the Event	Name of the Student	Name of the College	Prize	Total No. of Participants in the Event	No. of teams in the Event (If any)	Total No. of Colleges Participated in the Event	Name & Designation of the Judges
1	Dil se jingles	Shubham Joshi	Arora College	I	5	3	5	Radio Club- Convenor: Shubhangi Misra
		Nikhil Mishra	KMICS College	II				
		Sparsha Jain	IIMC	III				
2	Perfect Picture	Erica Lauren Lazarus	St Joseph's Degree & PG College		1	Nil	1	Photography club convenor- Neela Chakravart hy
3	One Chance Please	Nabeela Nashat Afra	St. Joseph's Degree and P.G. College	I	7	Nil	3	Lumiere club convenor – Y. Jeeva Rathan
		Charmi Reddy	St. Joseph's Degree and P.G. College	II				
		Meenakshi Tiwari	St. Joseph's Degree and P.G. College	III				

34. Annual Day Prize list

Department of Mass Communication

List for Mementos & Certificates

BA

Memento & Certificate	Best Outgoing Student (BA): Susrutha Thirgudu
Memento & Certificate	Exceptional performance in Project work: Shabeeb Zafar

ACADEMIC TOPPERS LIST- BA 3 rd year for their performance in 2 nd year				
S.NO	Memento & Certificate	PRIZE	NAME	ROLL NUMBER
1		First- 9.58	K Vishwajitha	1214-17-400-010
2		Second-9.46	T Pranava Sravani	1214-17-400-029
3		Third-9.38	Rangaraju Ravali	1214-17-400-023

ACADEMIC TOPPERS LIST- BA 2 nd year for their performance in 1 st year				
S.NO	Memento & Certificate	PRIZE	NAME	ROLL NUMBER
1		First-9.85	Sharmeen Bhimani	1214-18-400-032
2		Second-9.74	Shravana Sandhya	1214-18-400-033
3		Second-9.74	Srikanth Aishwarya	1214-18-400-024

Certificates of APPRECIATION			
S.NO	NAME	ROLL NUMBER	REASON
1	Harry Wilfrid Pranay	1214-18-400-014	Covered Photography and Videography for all the events
2	J Vijay Krishna	1214-16-404-015	Recorded and Edited Events of college
3	Hrushikesh	1214-16-404-017	Recorded and Edited Events of college
4	B. Jacob	1214-17-404-004	Active contribution in documenting photos and videos of all college events.

5	Sree Lakshmi	1214-17-404-020	Active participation in all department activities
6	Ajay Kumar	1214-19-400-001	Covered Photography and Videography for all the events
7	Mohammed Abdul Quadeer	1214-19-400-018	Covered Photography and Videography for all the events
8	Mihir Vora	1214-18-404-007	Active Participation in all department activities.
9	Nikitha Rachel Melissa	1214-18-400-017	Active participation in all department activities

Class Representatives of BA Mass Communication					
S.NO			NAME		ROLL NUMBER
1	Memento & Certificate	BA-3	1	Gautam Bharadwaj	1214-17-400-007
2			2	Umme Mariya	1214-17-400-036
1	Certificate	BA-2	1	Nikitha Rachel Melissa	1214-18-400-017
2			2	Harry Wilfrid Pranay	1214-18-400-014
1	Certificate	BA-1	1	Radha Konda	1214-19-400-047
2			2	Ajay Kumar	1214-19-400-001

Department of Mass Communication

List for Mementos & Certificates

MA

MA

Memento & Certificate	Best Outgoing Student (MA): Prashant Misra (1214-18-094-004)
Memento & Certificate	Exceptional performance in Project work: 1. Shrikant Rai (1214-18-094-004) of MA 2

ACADEMIC TOPPERS LIST- MA 2 nd year for their performance in 1 st year				
S.NO	Memento & Certificate	PRIZE	NAME	ROLL NUMBER
1		First-9.34	Ruthvika Kavuru	1214-18-094-009
2		First-9.34	Shrikant Rai	1214-18-094-009

Certificates of APPRECIATION			
S.NO	NAME	ROLL NUMBER	REASON
1	Luke Alex Abraham	1214-18-094-002	Participation in college events (Cinevolution)
2	Eruvaram Harikrishna	1214-18-094-001	Participation in college events (Cinevolution)
3	Annem Abhinay Reddy	1214-18-094-015	Documentary film making

Memento & Certificate	MA-2	NAME	ROLL NUMBER
		Syed Ehtesham Uddin	1214-18-094-005
		Ruthvika Kavuru	1214-18-094-009

38. Future Plans of the Department:

- To schedule more Guest lectures, workshops with industry professionals
- To manage the Studio with better planning and avoid last minute inconveniences
- To encourage regular Club activities. (one per month)
- To bring in more discipline in terms of dress code and class behavior.

39. Summary of student centric activities & FDP

The Dept. of Mass Communication & Journalism conducts many student-centric activities as part of its three year BA and two year MA courses. Most of the activities duly link the subject theory with practical.

BA I, II and III year students individually and collectively prepared news stories, edited them, designed them and produced publications for internal use in the college. In addition, they also produced short films, documentaries, public Announcements besides taking control of the daily radio broadcast of the college during recess time.

Likewise, MA students also produced brochures for mass communication, wrote reports on the field visits they carried out, edited and designed them and submitted the final product. They actively participated in

making short films, documentaries and produced scripts for radio talks and interviews. They actively participated in all events conducted by the college helping them in all media related tasks.

The BA Mass Comm Students of all the three years worked along with their Clubs in video recording and clicking pictures of all the activities that were conducted in the college.

Compiled below are few of the many activities that the students of Mass Communication have recorded and clicked for posterity and record keeping.

PICS CLICKED BY MCJ STUDENTS: TRADITIONAL DAY



FRESHERS DAY CELEBRATIONS AT RAVINDRA BHARATI



NATIONAL STASTICS DAY



ANNO DOMINI





BLESSING OF THE COMPUTER LAB



LIBRARY ORIENTATION DAY



JELS DEBATE CONDUCTED BY JOSEPHS GREEN GROUP



GUEST LECTURE- ENGLISH DEPARTMENT



ANTI-RAGGING COMMITTEE MEETING & SKIT





CONVOCATION



JOSEPHIESTA

